A3350-1

NEWS RELEASE

AHAM

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Stamos
312/984-5816

RECORD AUGUST

FOR MAJOR HOME APPLIANCES

CHICAGO -- The major appliance industry shipped over 3.7 million units in August -- the largest August shipment in history, reports the Association of Home Appliance Manufacturers (AHAM).

The August total beats the previous record for the month, set just last year, by 15.6% for a gain of half a million units.

All five appliance categories contributed to August's record, with shipment increases ranging from 8.7% for food preservation appliances to 50.5% for home comfort appliances.

Cooking appliances (almost 1.3 million units) accounted for over one-third of the monthly total. Compared to the previous August, 17.8% more cooking appliances were shipped during the month.

The continued popularity of microwave ovens was the primary reason for the strong demand in cooking appliances. For the third time this year, monthly microwave oven shipments exceeded one million units.

Home laundry equipment (856,100 units) ranked second, accounting for almost one-fourth of August's total. Compared to the previous August, shipments were 18.5% higher, sparked by new space-saving sizes and configurations, like stacked units, compacts and under-counter models.

(MORE)

Year-to-date shipments (29.7 million units) increased by 5.0%, surpassing the same period last year -- the industry's record year -- by over 1.4 million units.

With the shipment strength of the last few months, the industry appears certain to surpass the latest forecast of 41.8 million units and establish a new record for 1986.

# # #

091786

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
August, 1986

	August 1986	August 1985	% Change	Calendar Year to Date 1986	1985	% Change
ALL MAJOR APPLIANCES*	3,711.7	3,211.0	+15.6%	29,715.3	28,829.4	+ 5.0%
COOKING - TOTAL	1,280.8	1,087.6	+17.8	9,627.7	8,771.4	+ 9.8
ELECTRIC RANGES - TOTAL	271.0	266.3	+ 1.8	2,138.0	2,027.0	+ 5.5
Free Standing	224.4	216.9	+ 3.5	1,754.9	1,650.6	+ 6.3
Built-In	46.5	49.4	- 5.9	383.1	376.3	+ 1.8
MICROWAVE OVENS/RANGES**	1,023.5	837.8	+22.2	7,609.8	6,878.9	+10.6
HOME LAUNDRY - TOTAL	856.1	722.7	+18.5	6,387.0	5,960.2	+ 7.2
AUTOMATIC WASHERS	500.1	424.8	+17.3	3,716.1	3,480.1	+ 6.8
DRYERS - TOTAL	356.0	297.9	+19.5	2,670.9	2,480.1	+ 7.7
Electric	276.8	237.6	+16.5	2,092.6	1,962.7	+ 6.6
Gas	79.2	60.3	+31.3	578.3	517.4	+11.8
KITCHEN CLEAN UP - TOTAL	721.6	648.1	+11.3	5,405.4	5,144.4	+ 5.1
DISPOSERS	363.3	348.0	+ 4.4	2,758.3	2,716.2	+ 1.6
DISHWASHERS - TOTAL	339.2	285.1	+19.0	2,518.3	2,313.6	+ 8.9
Built-In	315.9	269.5	+17.2	2,362.6	2,156.8	+ 9.5
Portable	23.3	15.6	+49.4	155.7	156.9	- 0.8
COMPACTORS	19.1	15.0	+27.3	128.8	114.7	+12.3
FOOD PRESERVATION - TOTAL	727.1	668.7	+ 8.7	5,292.5	5,017.3	+ 5.5
REFRIGERATORS	605.0	537.4	+12.6	4,419.7	4,130.4	+ 7.0
FREEZERS - TOTAL	122.0	131.3	- 7.1	872.8	886.8	- 1.6
Chest	63.2	64.7	- 2.3	469.4	457.9	+ 2.5
Upright	58.9	66.6	-11.6	403.4	428.9	- 6.0
HOME COMFORT - TOTAL	126.1	83.8	+50.5	3,002.8	3,396.1	-11.6
ROOM AIR CONDITIONERS	88.8	68.5	+29.6	2,517.4	2,833.0	-11.1
DEHUMIDIFIERS	37.3	15.4	+142.2	485.4	563.1	-13.8
GAS RANGES***	156.0	162.7	- 4.1	1,230.1	1,137.4	+ 8.2

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
*** Source: GAMA. Not included in cooking total or total shipments.